

ABSTRACT

The present invention is directed to a customer loyalty investment program system and method. In one embodiment, the invention is used in e-commerce. In another embodiment, the invention may be used for on-line and/or off-line commerce using an identification card recognizable as a standard payment card. The system illustratively includes a web server containing a web site and a database server containing member information, participating merchant information, manufacturer information, fund information, purchase/rebate information, on-line financial products/services information, and an input/output means. The method may include negotiating rebate percentages with merchants, registering members, recording transactions by members at participating merchants, receiving rebates from the merchants based on member purchases, investing the rebates in the fund, and issuing shares in the fund to members based on rebates received as a result of their respective purchases. Advantageously, the composition of the fund preferably reflects, in part, the publicly-traded participating merchants. In the credit card embodiment, rebates may be received from both a credit card issuer and merchants agreeing to provide rebates based on member purchases using the credit card. The invention also provides for alternative member incentive vehicles, for example, various types of direct incentives currently available to members for further purchases.

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